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JAN 21 1924



KING'S EARLY IMPROVED COTTON

Sexton Plant Co.

ROYSTON, GEORGIA

What Other Farmers Are Doing, You
Can Do. Read What They Say.

The Boll Weevil will eat up any late variety of cotton. The only cotton you can afford to plant is the earliest variety. King's IS the earliest cotton grown, regardless of the claims made by others. All our seed were produced this season, in the very northern part of North Carolina, where the weevils have never been bad. Don't plant Weevil eaten seed. Buy now, direct from us and get the earliest, most prolific and the best cotton to raise. Our supply is limited. There is not enough good planting seed to plant the 1924 crop. Get **YOURS** while we have them!

Our King's Early Improved Cotton is a good sized boll, extra early, very prolific, good, strong one inch staple and being grown in the very extreme northern section of the cotton belt, it is free from diseases. This cotton has many advantages over the late maturing varieties. It has a good strong one inch staple and 1250 lbs. of seed cotton will make a good 500 pound bale of lint cotton. It will produce more pounds to the acre than any other short staple cotton on the market. It has a very light foliage and consequently is well adapted to either upland or bottom land or to boll weevil conditions. Being of a branching growth it lets in the sunshine, which is the weevil's worst enemy and causing the cotton to mature very early. It will pay you to plant your crop in **KING'S EARLY IMPROVED**.

Buy your seed **NOW**, before our supply is all sold.

Your Question is This? { HOW MUCH WILL IT PAY ME TO USE "KING'S EARLY-IMPROVED COTTON SEED?"

10 Extra Bales

A. T. Bell, Grenada, County, Miss.

"Ten of the 5-acre bags of King's Early Improved Cotton Seed made **TEN EXTRA BALES**. It beat **COLUMBIA BIG BOLL** by more than three times."

200 Per Cent More.

Joe Parrish, Walker, County, Ala.

"I counted the bolls on one stalk. There were 110 on that stalk. The King produced **200 PER CENT MORE** than any other on my plantation."

2 Extra Bales.

J. B. Montgomery, McDuffie County, Ga.

"I made **TWO EXTRA BALES** of cotton by planting a 5-acre bag of the King Seed. Ten acres of King gave me 11 bales. Cook's Big Boll made me 8 bales."

3 Extra Bales

Joe Anders, Jackson county, La.

"The King made me **THREE EXTRA BALES** of cotton. It beat the Alabama Wonder to a finish."

2 Extra Bales.

W. H. Sanders, Cass County, La.

"A 5-acre bag of King's made me **TWO EXTRA** bales—twice as much as any other kind. Fifteen acres in Mebane made three bales. Twelve acres in King's made 7 bales."

1 Extra Bale

Joe White, Monroe County, Ark.

"I planted a 5-acre bag of the Triumph right by the side of your King and I got **ONE HUNDRED POUNDS MORE LINT TO THE ACRE** from the King."

100 Per Cent Extra

Thomas Z. Ennis, of Oklahoma

"Planted three bags King's Early Improved Seed (10 bushels) made 17 bales and 209 pounds. 5 bushels Hastings Big Boll made 3 bales and 390 pounds."

\$200.00 Extra.

G. A. Reynolds, of South Carolina

"Planted two 5-acre bags of King's Early Improved Seed and made \$200 extra cash by so doing. We are satisfied that the King is much better than the Toole or any other kind."

Three-Fifths More

W. F. Mullie, Meeklinburg County, N. C.

"I had Summorours Half and Half against your King. Yours made more on three acres than Summorours did on five acres."

25 Per Cent More.

J. K. White, Dyersburg, Tenn.

"The King is the best cotton I can get hold of. It beats my Big Boll Columbia 25 per cent in lint the same conditions."

We would answer by showing you exactly how much extra cotton the King's Early Improved Seed made for 100 others.

In the first place you pay us \$10.00 for a 5-acre bag (3 1-3 bu.) of King's Early Improved Seed.

Then you want to know what you will get back for that \$10.00.

If we claimed you would get two extra bales—or even one extra bale from 5 acres, you would hesitate to believe us, so we make no claims, but do ask you to believe what hundreds of others say.

You will see on this page ten statements—all certified to—one from each of the ten cotton states.

We could send you ten from your state—or fifty if you wished to see them.

You will also note that these men certify that a 5-acre bag made them from one to three extra bales.

In other words they say that they received from \$100.00 to \$300.00 back for each \$10.00 they invested in King's Early Improved Cotton Seed.

Can you invest \$10.00 in anything else that promises such returns?

Suppose a dozen good farmers certified that they used a certain brand of fertilizer that cost them \$10.00 for 5 acres and it made them from \$100.00 to \$300.00 worth of cotton extra from each 5 acres. Wouldn't you buy enough of that brand to go over your entire crop? Certainly you would.

Well—we offer you statements showing the same profit—the only difference is that \$10.00 was spent for King's Early Improved Cotton Seed instead of fertilizers. See the point?



Plant a few 5-acre bags of **KING'S** and beat the Billion Dollar Bandit. See special price enclosed.



3 1-3 BUSHELS

A 5-acre bag of King's Early Improved Seed contains 3 1-3 Bushels. This is enough to plant 5 acres. How Many 5-acre bags will you want?

SOME OF THE REASONS "WHY" You Should Plant a Few 5-acre Bags of KING'S EARLY IMPROVED SEED

PROOF

PROOF

PROOF

WEEVIL—THIS REPORT TELLS WHAT KING'S WILL DO IN BOLL WEEVIL SECTIONS.

MADE BALE PER ACRE

W. H. Pennington, Alabama, says: "Am well pleased with the King Cotton. It is the only kind that can stand the worm; they eat up everything around it. It will make a bale to the acre or more."

MADE 1000 LBS. EXTRA COTTON.

C. G. Durham, Miss., says: "Planted 5 1-2 acres and made, 1000 pounds extra cotton by using your seed. Yours is the only cotton that can get by the boll weevil in this section. It is the fastest blooming cotton I have ever handled; two weeks earlier than the Simpkins, planted same time. Under present conditions of weevil, it would not be wise to plant any other variety."

KING'S THE ONLY COTTON THAT MADE IN SPITE OF MR. WEEVIL

Dennis O'Bryant, Miss., says: "Planted 5 acres and made at least 1,500 pounds extra cotton from your seed. I planted three kinds of cotton. The boll weevil did not hurt yours, while it ruined the others. I believe it is the cotton for the boll weevil district."

ONE 5-ACRE BAG MADE THREE EXTRA BALES

J. S. Biggs, Ark., says: "I made 3 bales of ex-

tra cotton by planting one of your 5-acre bags. I planted the one sack of seed during the first week in May, and I must say that I have tried many different varieties of cotton, but this cotton excels all I have ever raised. I am right in the center of the Boll Weevil district, and they worked on it much, but in spite of all they did, your cotton made over a bale per acre. I believe if the cotton had had a fair trial it would have made one and one-half bales per acre, or more, in spite of all the weevils could do. I wish I had planted all my crop in your cotton."

7 BALES ON 5 ACRES

Daniel Wents, Ark., says: "Planted 5 acres, made 7 bales. On account of Boll Weevil, other cottons hardly brought back seed planted. Would not take \$25.00 a bushel for my seed if I had no more to plant."

MADE 25 PER CENT MORE THAN ANY OTHER COTTON.

R. W. Barrett says: "I am well pleased with the seed. Under the circumstances of weevil and army worm, still get 4 bales on the 5 acres—25 per cent more than from any other kind. It's the cotton to meet the Boll Weevil half way."

SHOWING THAT COST OF SEED IS NO OBJECT

D. V. Lites, S. C., says: "Planted 7 acres and made 2 extra bales by using your seed. I think your cotton is the best I ever used in my life and I will never plant any other. I planted 10 acres with Toolles on much better land and only got 6 bales; and the best of all is I get through gathering yours so early. I think every farmer around here will plant King's next year."

J. N. Hix, Georgia, says: "Planted five acres and made \$25.00 worth of extra cotton although the drought cut my crop off materially."

C. H. O'Neal, Ga., says: "The 5-acre bag of cotton seed that I got from you produced more cotton for me than any other seed I ever planted. It made me at least \$85.00 more money."

Willie Gayles, Mississippi, says: "If it had not been for the seed I bought from you I would have been left in the cold this year. As it is, I will make a bale or more to the acre."

Joe Dismarkes, Ala., says: "I made at least 1,700 pounds extra lint cotton by planting your seed."

Would not plant a crop without it and can assure anyone that they will never regret the cost of the seed."

R. H. Swinney, Tennessee, says: "The cotton seed I bought of you last spring certainly has produced a wonderful crop of cotton. It is about 20 days earlier than any other variety, and will on an average make from 65 to 70 per cent more than any cotton I have ever tried. I am an old cotton raiser and know of what I say. Would not take \$10.00 a bushel for my seed and do without them."

Robt. L. Crittenden, Ga., says: "Planted four acres; made over 2,700 pounds lint cotton—505 more than from other kinds—made at least 2 bales extra by planting your cotton. It is fully 20 to 25 days earlier than any other cotton, and I could have doubled my yield by planting my whole farm in it."

John P. McMinn, Mississippi says: "Our King variety will make 1,200 pounds per acre on land that has not made 600 pounds per acre of other kinds—doubled his crop."

**WHAT OTHERS ARE DOING YOU CAN DO. ORDER YOUR SEED NOW.
IF YOU DO NOT RAISE COTTON, HAND THIS TO SOME GOOD FARMER WHO DOES.**



JNO. W. KING

One of the originators of King Cotton
Best by test in every cotton state

This little Billion Dollar
Bandit eats up millions of
dollars worth of cotton
each year. Plant King's
Early Improved and ma-
ture your cotton before the migratory period. The wee-
vil will not hurt your cotton after it opens and this open
cotton is the cash. Study your needs now and send for
some of King's Early Improved and make your cotton
crop sure. **DO IT NOW!**



Special Prices

—OF—

KING'S

EARLY IMPROVED COTTON SEED

F. O. B. SHIPPING POINT.

One 5-acre bag (3 1-3 bushels) for	_____ \$ 10.00
Three 5-acre bags for	_____ 24.00
Five 5-acre bags for	_____ 35.00
Ten 5-acre bags for	_____ 65.00
Twenty-five 5-acre bags for	_____ 155.00
One Hundred 5-acre bags for	_____ 600.00

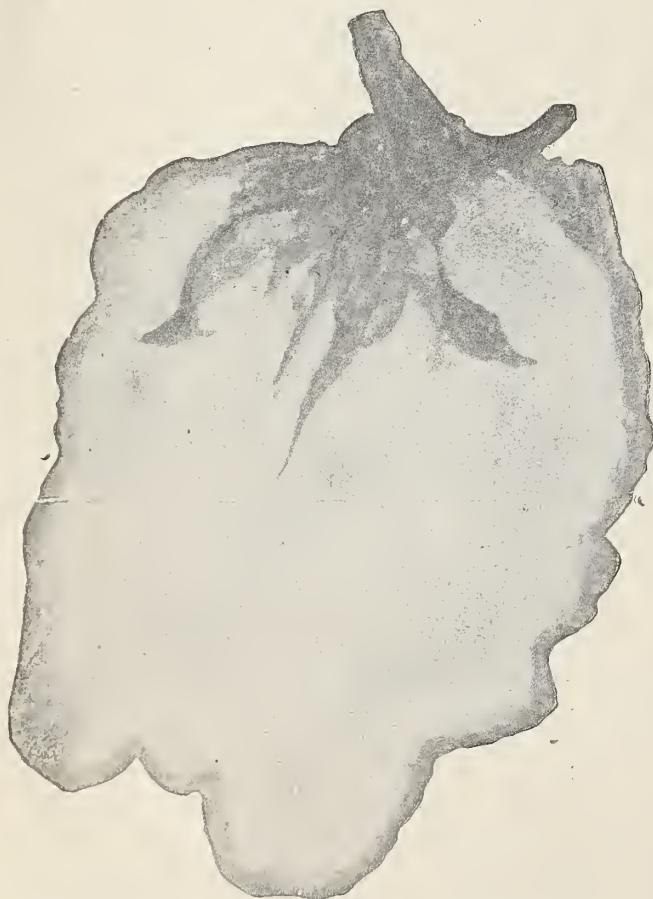
(Enough to plant 500 acres)

ADDRESS ALL COMMUNICATIONS

—and—

MAKE ALL REMITTANCES TO

SEXTON PLANT CO.
ROYSTON, GA.



ACTUAL PHOTOGRAPH
EXACT SIZE OF BOLL
OF KING'S EARLY IMPROVED COTTON

WHAT OTHERS SAY ABOUT HEAVY FRUITER COTTON

MADE 10 BALES ON FOUR ACRES. — Heavy Fruiter is the best cotton I have ever planted. I made ten bales on four acres planted in Heavy Fruiter. — Edward Johnson, Hall County, Ga.

HEAVY FRUITER BEATS MEBANES TRIUMPH IN TEST. — I am wonderfully well pleased with HEAVY FRUITER. My main crop was planted in Mebanes Triumph, but I like Heavy Fruiter BEST. — R. F. Jackson, Smith County, Texas.

CAN PICK ONE-THIRD MORE OF HEAVY FRUITER. — I am well pleased with HEAVY FRUITER Cotton. Can pick ONE-THIRD MORE of Heavy Fruiter than any other cotton. Have been planting the Mebane, but will plant my ENTIRE CROP with Heavy Fruiter next year. — R. C. Smith, Kaufman County, Texas.

MAKES ONE HUNDRED BOLLS TO STALK ON POOR LAND. — I planted HEAVY FRUITER COTTON this year. It is the best cotton that has ever been in my community, making as high as one hundred bolls to stalk on poor land. People are writing me from other states to know about this wonderful cotton. — J. L. Baxley, DeSoto County, Louisiana.

MAKES IN SPITE OF DRY WEATHER. — I planted $\frac{1}{2}$ bushel of HEAVY FRUITER COTTON Seed. I have already picked 1550 pounds off the patch and have two or three hundred more to pick. Had it not been SO DRY I would have made TWO bales on this patch. Just as long as I live and plant cotton I will plant Heavy Fruiter. — C. E. Robinson, Coahoma County, Mississippi.

DOES ALL YOU RECOMMEND IT TO DO. — We are WELL PLEASED with your cotton. It will do all you recommend it to do. — N. W. Jenkins, Robinson County, N. C.

MAKES IN SPITE OF FLOODS AND BOLL WEEVILS. — I planted a patch of $\frac{3}{4}$ of an acre in HEAVY FRUITER seed. IN SPITE OF THE FLOODS and BOLL

WEEVILS I made 433 pounds of lint cotton off this small patch. HEAVY FRUITER is the BEST cotton in the world and makes IN SPITE OF MR. BOLL WEEVIL. — J. F. Hadden, Colquitt County, Ga.

WELL PLEASED. BOLLS LARGE AND FINE. — I like HEAVY FRUITER all right. Bolls are large and fine. — J. M. Owen, Etowah County, Alabama.

HEAVY FRUITER IS THE BEST COTTON EVER PLANTED IN SOUTH CAROLINA. — Last year I planted the J. B. Broadwell double jointed and this year I decided to try Heavy Fruiter. The large stalks are so heavy with fruit that they fall over in the center of the rows and the small stalks have on a wonderful sight of bolls. We are satisfied that Heavy Fruiter cotton is the best ever planted in this country. — R. M. Hughes, Bamberg County, S. C.

SEEING IS BELIEVING. — I bought some HEAVY FRUITER COTTON SEED last year and have about fifty acres planted in it this year. This is the finest cotton I ever saw. It fruited so HEAVY and the BOLLS are so LARGE, the story is almost unbelievable. I would prefer a man to go personally and inspect it than to tell him about it. — O. E. White, Pulaski County, Arkansas.

FOUR BALES PER ACRE. — I purchased last winter one bushel of HEAVY FRUITER COTTON Seed and planted about three acres of ground. My cotton will average four feet high and one hundred and twenty-five bolls to the stalk. I have several stalks with 240 grown bolls. My cotton was planted on the 23rd of May and my land is average good cotton land. My neighbors say I have the best cotton in Alabama. The best cotton experts of my section say that this is the BEST cotton they ever saw. I have already gathered twenty-nine hundred and fifty pounds from ONE acre; not half done picking. Feel sure I will get FOUR bales. — J. D. Hammer, Madison County, Alabama.

The above are only a few among many Testimonials which we could produce



Heavy Fruiter Cotton

“BEST BY TEST”

Every stalk of HEAVY FRUITER Cotton is literally covered from bottom to top with big, five lock bolls, linting from 40 to 46 per cent. The man who grows this variety of cotton will get the desired profit from his crop. It costs no more to plant our HEAVY FRUITER, so why run the risk of sacrificing a fine yield by planting an inferior grade of seed?

Reasons why you should plant our Heavy Fruiter Cotton Seed

1. All our seed are culled on the private HEAVY FRUITER culler.
2. A peck of our cleaned culled seed will produce more strong plants than a bushel of common seed.
3. Producing power of HEAVY FRUITER has been doubled by careful ginning and culling.
4. It is the best linter of any big boll cotton, and has made as high as 46 per cent lint.
5. The staple is as good as the best, being $1\frac{1}{8}$ in. full.
6. It is short-jointed, and begins bearing at the very ground. It puts on more bolls to the size of the stalk than any other cotton known.
7. The splendid rooting system enables it to better withstand the dry weather, and the cool days of early spring, than any other variety.
8. It is easy to pick, yet storm proof. No trouble to get pickers for HEAVY FRUITER.
9. Our seed are grown on land free from Anthracnose, Wilt or Rot.
10. Our seed are grown in North Georgia, near the Northern limit for cotton, hence the maturing season is short, which makes the HEAVY FRUITER especially adapted for growers farther NORTH.
11. Being of the Langford type, it fruits closer, will stand crowding better than any other.
12. HEAVY FRUITER is improved by selection and not by crossing.
13. It costs no more to grow a good prolific stalk of cotton than a poor one. Only more cotton to pick.
14. It has a big boll, with five locks to the boll, and forty bolls to the pound. It has a record of four bales to the acre.
15. It is the earliest Big Boll Cotton in existence.
16. It is the best poor land cotton to be found and will make with less fertilizer than any other variety.
17. You are dealing with a reliable company, that will treat you fair and square in every respect and who can give the best of reference.

Cotton Variety Test

Farm of H. C. Bagley, Fulton County, Ga., 1918

	Seed Cotton per acre
HEAVY FRUITER	2522
Cleveland Big Boll	2267
Tri Cook	1623
Cook 307-6	2002
Triumph	1457
Sunbeam	2101
Mexican Big Boll	2132
Truitts Big Boll	2054
Simpkins	1950
Culpepper	2028
Half & Half	2132
Brown's No. 2	2002
Money Maker	1898

Dongola	1872
Peterkin	1950
Petway	2158
5 Lock Toole	1638
Bank Account	2236
King	2262
Broadwell's Double Jointed	2238
Express	2158
Hartsville No. 12	1768
Keenan-Goodson	1482
Acala No. 5	1560
Allen	1519
Columbia	1588
Durango	1427
Sunflower	1641

Lone Star	1740
Meade	1430

You will notice by studying above table that HEAVY FRUITER made over ONE THOUSAND pounds seed cotton MORE per acre than some of the varieties tested which means more than ONE HUNDRED DOLLARS PER ACRE PROFIT. Are you losing \$100 on every acre you plant in cotton? Does it pay to plant HEAVY FRUITER? Settle this question NOW THIS MINUTE and send your order for next year's crop while we still have the seed to supply you.



PRICES:

1-4 Bushel	-	-	-	-	\$2.50
1-2 Bushel	-	-	-	-	\$4.00
1 Bushel (30 pounds Georgia Standard)	-	-	-	-	\$7.50
3 Bushels	-	-	-	-	\$20.00
5 Bushels	-	-	-	-	\$30.00
10 Bushels	-	-	-	-	\$55.00
25 Bushels	-	-	-	-	\$130.00
100 Bushels	-	-	-	-	\$500.00

Sexton Plant Company

ROYSTON, GEORGIA